

## Utah State Library Strategic Plan Process

### III. Vision:

Like the Mission Statement, there is no “generic” library vision statement. And, again, whether the library is public, school, academic or special has a huge impact on its vision of what it wants to become. There are recommended elements of a Vision Statement that we may want to review when developing USL's vision for the 21st Century. A vision statement should:

- be an image toward which the library is motivated – guided by the strategic plan,
- challenge everyone to reach for something significant – inspire a compelling future that is achievable,
- be an expression of how the library wants to be perceived in the future – what success looks like,
- provide a long-term focus for the entire library,
- include a vivid description of the library as it effectively carries out its operations,
- be library culture specific, and
- be the most enjoyable part of a plan.

### Vision Descriptors:

These descriptive words may be very helpful in creating a vivid description of USL's Vision Statement.

Adept	Equal	Increasing	Simple
Aggressive	Disciplined	Informative	Solid
Agile	Effective	Innovative	Stable
Aligned	Efficient	Leading	State of the Art
Assertive	Enduring	Logical	Strong
Available	Expanding	Major	Streamlined
Best-in-class	Expert	Nimble	Sufficient
Challenging	Fast-paced	Pioneering	Strategic
Clear	Financially-sound	Organized	Sustainable
Competent	Focused	Over-Arching	Timely
Compliant	Growth	Quick	Value-added
Conservative	Healthy	Ready	Vigilant
Coordinated	Improving	Responsive	Visionary
Critical	Incentivized	Savvy	World-class
Direct			